

ADVERTISING AND CONTENT MANAGEMENT
SYSTEMS AND METHODS

ABSTRACT

5 A method for advertising management is disclosed in which a new pricing methodology is employed whereby advertising and content categorized may be overridden by an advertiser desiring to pay a premium. The method involves an advertiser, desiring to override a scheduled advertisement, contacting a network provider and replacing the scheduled advertisement if a series of checkpoints are satisfied. The
10 method further includes making replacement decisions based upon marketing tools such as programming ratings collection and analysis systems. A system for replacing a scheduled advertisement using an interactive server operable for managing advertisements, receiving and responding to requests, storing data, and inserting advertisements into a schedule based on the new pricing methodology is also disclosed.